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### PC sales slow while tablet sales skyrocket, firm says

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PC shipments in the second quarter of this year grew by 2.6 percent worldwide, missing IDC's modest forecast of 2.9 percent, the research firm said this week. Meanwhile, worldwide shipments of tablets skyrocketed 303.8 percent year over year, IDC said.

The trends show just how much the technology world is shifting toward devices like the Apple iPad, which is driving tablet sales. IDC said Apple's market share grew from 65.7 percent in the first quarter to 68.3 percent in the second quarter of this year.

"While consumers have pulled back in part due to economic circumstances,



consumer PCs have also suffered due to a relative lack of compelling offerings," IDC analyst Jay Chou said [in a news release](#). "With the excitement of mini notebooks (netbooks) largely past, the PC industry has struggled to come up with compelling features to keep buyer interest, and has subsequently suffered some budget-competition from smart phones as well as media tablets."



The research firm now expects PC sales to grow by just 2.8 percent this year, down from its previous growth forecast of 4.2 percent. In mature markets such as the United States, PC shipments aren't expected to reach 2010 levels until 2013, IDC said.

Worldwide, total PC shipments are expected to hit 356.9 million this year, IDC said. Meanwhile, the firm now expects 62.5 million tablets to be shipped worldwide this year, up from a previous 2011 forecast of 53.5 million.

But while the iPad has a strong lead in the tablet market, the field of alternatives appears to be fickle. Google's market share with its Android operating system fell from 34 percent in the first quarter to 26.8 percent, largely due to the release of Research in Motion's PlayBook, IDC said. Android will drop again in the third quarter to 23 percent, IDC expects, as consumers scoop up Hewlett-Packard's TouchPad, which has been discounted to \$99 as HP [figures out the future of its PC business](#).

"Apple's iOS share will continue to lead by more than 40 percentage points over Google's Android for the remainder of the year, but we expect Apple's share to fall closer to 50 percent by the end of the forecast period as manufacturers bring new tablets to market," IDC analyst Jennifer Song said [in a news release](#).

As such, it looks as though there is still room for formidable iPad competitors in the tablet market. Microsoft is looking to make a big splash with Windows 8, but the new operating system isn't expected to launch for another year. Will it be too late?

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Posted by Nick Eaton on September 15, 2011 at 9:57 am | [Permalink](#) | [Leave a comment](#)

Categories: Smartphones and Tablets, Windows



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